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ABSTRACT

Since 1996, the "Arthur" program on the Public Broadcasting System (PBS) has featured stories about the challenges of childhood for children ages 3 through 8, illustrating problem-solving and communication skills as well as the importance of self-respect and respect for others. This booklet provides creative ideas for ways to incorporate "Arthur" books and television episodes into children's activities or events held at television stations, libraries, community organizations, museums, or schools. The booklet includes episode descriptions from the program's first and second seasons on PBS, a list of "Arthur" books, and suggestions for having an "Arthur Day," holding an Arthur contest, and creating an Arthur club. The guide also presents suggestions regarding location, volunteers, partnerships, and promotion. Also included is an "Arthur" coloring sheet and mask, information on Arthur resources, the Arthur style and trademark, use of the Arthur costume or inflatable for events, and Arthur-related merchandise. (KB)

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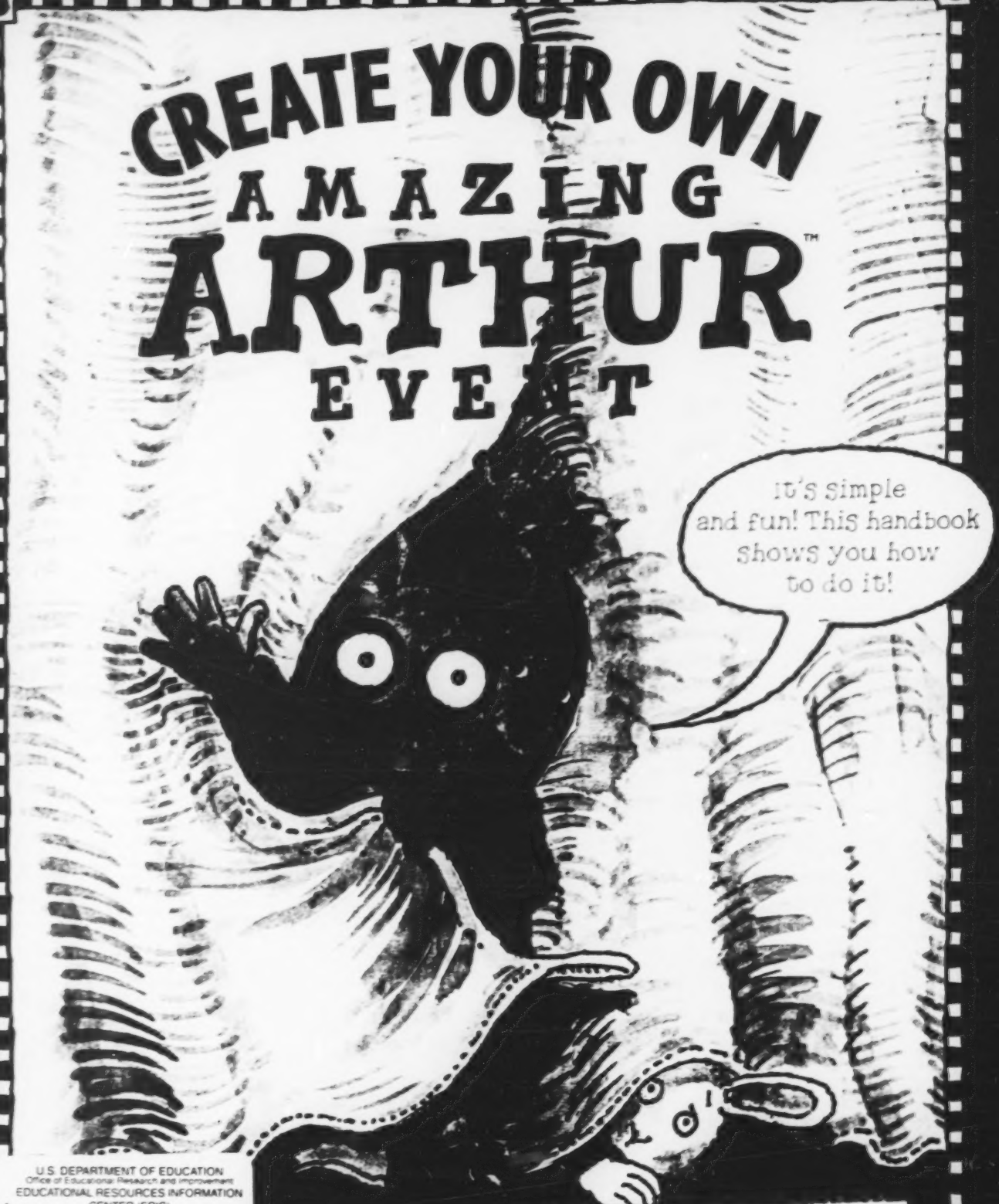
CREATE YOUR OWN AMAZING ARTHUR™ EVENT



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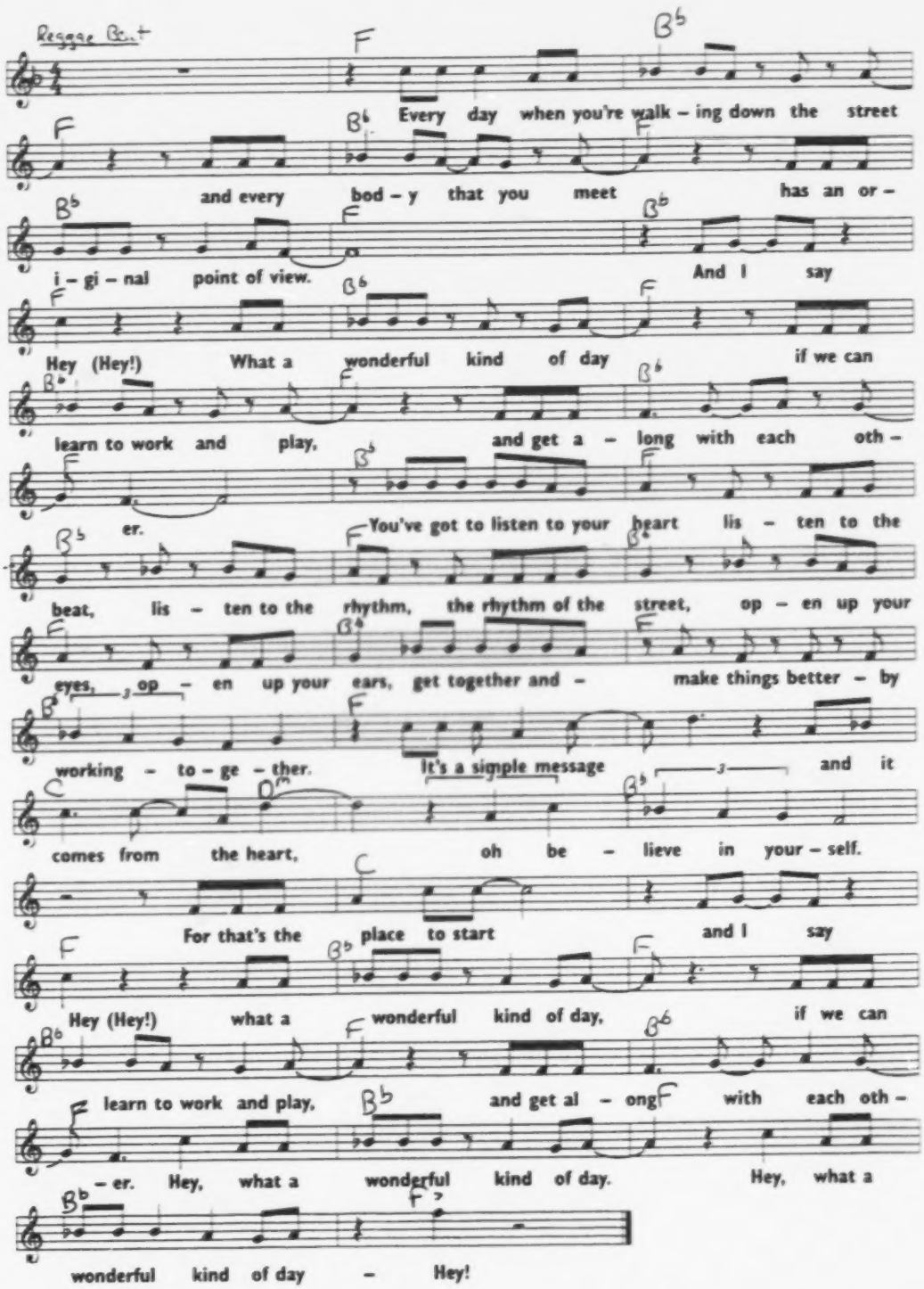
ARTHUR Theme Song

Listen to the Beat! Photocopy the ARTHUR theme song and organize a sing-along with kids.

Reggae Beat
Every day when you're walk – ing down the street
and every bod – y that you meet has an or –
i – gi – nal point of view. And I say
Hey (Hey!) What a wonderful kind of day if we can
learn to work and play, and get a – long with each oth –
er. You've got to listen to your heart lis – ten to the
beat, lis – ten to the rhythm, the rhythm of the street, op – en up your
eyes, op – en up your ears, get together and – make things better – by
working – to – ge – ther. It's a simple message and it
comes from the heart, oh be – lieve in your – self.
For that's the place to start and I say
Hey (Hey!) what a wonderful kind of day, if we can
learn to work and play, and get al – ong with each oth –
– er. Hey, what a wonderful kind of day. Hey, what a
wonderful kind of day – Hey!

Theme song by: Judy Henderson and Jerry De Villiers
© 1996 Les Editions de la Rue St-André, CINAR Songs (SOCAN)/Great Blue Hills Music (ASCAP)/WGBH Music (BMI)

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About Arthur™

Created by author-illustrator Marc Brown, Arthur is an eight-year-old aardvark who, along with his little sister D.W. and their friends and family, has been beloved by children since 1976. Today there are 35 Arthur titles and over ten million books in print.

In the fall of 1996, Arthur made the leap to television in a daily, animated show on PBS for children ages three through eight. Featuring stories about the challenges of childhood (such as looking and feeling different, sibling rivalry, taking care of a pet, or making new friends), ARTHUR illustrates problem-solving and communication skills, as well as the importance of self-respect and respect for others.

ARTHUR on TV

Each half-hour episode of ARTHUR includes two 12-minute story segments and a 2-minute break featuring children participating in an ARTHUR activity. Try using some of the featured activities at your events. Story segments paired together are listed below. Contact your public television station for the dates, times, and order in which the episodes are shown.

You can tape any ARTHUR episode and use it for up to one year after broadcast.

Look for these Season Two ARTHUR episodes!

Arthur Meets Mister Rogers
When Mister Rogers comes to visit, Arthur isn't sure whether he should be thrilled or embarrassed.
Draw!
Trouble starts when Fern draws a not-too-flattering cartoon of Francine.

Binky Barnes, Art Expert
Arthur and Buster team up with Binky Barnes to do an art project.
Arthur's Lucky Pencil
Arthur is convinced that his lucky pencil is the secret of his success in school.

D.W., The Picky Eater*
Because she hates spinach, D.W. risks missing out on Grandma Thora's party at a nice restaurant.
Buster and the Daredevils
Arthur and Buster meet two cool kids and want to be just like them.

Arthur Makes a Movie
Too young to see a real "James Hound" movie, the kids decide to make their own.
Go to Your Room
D.W. is sent to her room for ten minutes and tries to figure out what to do with the time.

Arthur's Underwear
Arthur has nightmares about being embarrassed after he sees Binky's pants split during class.
Francine Frensky, Olympic Rider
Francine's dream is to have a horse, until she discovers that her sister is better at horseback riding.

Buster Baxter, Cat Saver
A cat is stuck in a tree, and it's Buster Baxter to the rescue!
Crazy Bus
D.W. is driving Arthur crazy because she won't stop playing her new "Crazy Bus" CD.

TV-Free Week
Arthur and his friends pledge not to watch TV for a whole week.
Night Fright
School tough-guy Binky Barnes sleeps with a nightlight to keep nightmares away.

Arthur vs. the Piano
Arthur feels confident about his piano skills, until he hits a wrong chord during a recital.
The Big Blowup
Competition between Francine and the Brain threatens their friendship.

Lost!
Arthur falls asleep on the bus and wakes up frightened in an unfamiliar part of town.
Summer
It's the end of summer vacation, and Arthur thinks he didn't do all the things he'd planned to.

D.W. Goes to Washington
During a tour of the White House, D.W. gets lost.
Arthur's Mystery Envelope
When Arthur has to bring a sealed envelope home from the principal, he fears it could only mean summer school.

* *Book-based stories*

Season One Episodes

Arthur's Eyes*
Arthur is worried that his new glasses make him look different.
Francine's Bad Hair Day
Muffy is determined that Francine look her best on picture day.

Arthur and the Real Mr. Ratburn
Arthur and Buster hear scary stories about their new teacher.
Arthur's Spelling Trubble
Arthur studies hard for the annual all-school spellathon.

D.W. All Wet*
D.W. is afraid to go to the beach after seeing an octopus at the aquarium.
Buster's Dino Dilemma
Buster doesn't want to give up the fossil he finds at a dinosaur excavation site.

D.W.'s Imaginary Friend
Arthur is embarrassed by D.W.'s imaginary friend, Nadine.
Arthur's Lost Library Book
Arthur loses the Scare-Your-Pants-Off Club book that everyone wants.

Arthur's Pet Business*
Arthur wants to prove to his parents that he's responsible enough to have his own puppy.
D.W. the Copycat
D.W. decides that from now on, she'll be just like Arthur.

Locked in the Library!
Arthur and Francine find themselves locked inside the Elwood City Library.
Arthur Accused!
Arthur loses the quarters he was collecting for the fire department.

Arthur Goes to Camp*
Arthur and his friends go to summer camp, where it's strictly boys versus girls.
Buster Makes the Grade
Buster is faced with the prospect of repeating the third grade.

Arthur's New Puppy*
Training a puppy is harder than Arthur thought.
Arthur Bounces Back
A mere $10 stands between Arthur and the moon shoes he's been dreaming about.

Arthur Babysits*
Arthur is babysitting for the Terrible Tibble Twins.
Arthur's Cousin Catastrophe
During the annual family reunion, Arthur tries to avoid his dreaded cousin, Mo.

Arthur's Birthday*
Arthur and Muffy find they are having their birthday parties on the very same day.
Francine Frensky, Superstar
Francine has the lead in a school play and becomes a stage tyrant.

Arthur's Baby*
Arthur's not too sure he's ready for a new baby in the house.
D.W.'s Baby
Having a baby sister isn't as easy as D.W. thought it would be.

Arthur Writes a Story*
Arthur decides that his regular old life is too boring to write about.
Arthur's Lost Dog
Arthur is upset when Pal runs away at a local parade.

So Long, Spanky
D.W.'s beloved bird, Spanky, dies.
Buster's New Friend
All Buster wants to talk about is his new friend Mike.

Arthur the Wrecker
Arthur always seems to wreck things–this time it's Mom's computer.
Arthur and the True Francine*
Muffy cheats on a math test and lets Francine take the blame.

Arthur's Family Vacation*
It's raining on Arthur's vacation, but he finds out that there are lots of fun things to do in the rain.
Grandpa Dave's Old Country Farm
Arthur and D.W. visit their grandfather's farm.

Arthur and the Crunch Cereal Contest
Arthur will win a year's supply of Crunch Cereal if he can write their new jingle.
D.W. Flips*
D.W. brags that she can do a cartwheel on the balance beam.

* *Book-based stories*

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Continued on next page

ARTHUR™ on TV

Season One Episodes

Meek for a Week
Muffy bets Francine that she can't be nice to everyone for a week.
Arthur, World's Greatest Sleeper
Arthur thinks it's cool to be a Sleeper, until he finds out that sleeping means stealing.

Arthur's Chicken Pox*
The circus is in town and the whole family's excited–until Arthur gets chicken pox.
Sick as a Dog
Arthur is worried when poor Pal has to sleep overnight at the vet's.

D.W. Rides Again*
Four-year-old D.W. will get rid of those training wheels, or else!
Arthur Makes the Team
Can Coach Frensky work with a baseball team in which everyone is fighting and no one wants to practice?

Arthur's Almost Boring Day
D.W. and Arthur explore the attic and discover some fascinating things about their parents.
The Half-Baked Sale
Arthur hasn't the heart to tell Grandma Thora that her cookies lack a certain something–like sugar, for instance.

Sue Ellen Moves In
A new girl has arrived in town, and no one knows anything about her.
The Perfect Brother
When the Brain spends the weekend at Arthur's house, he seems perfect–much to Arthur's dismay.

D.W.'s Snow Mystery
D.W.'s most prized possession, a snowball from last winter, disappears!
Team Trouble
Can Arthur, Francine, and Buster work as a team to complete a school assignment?

Bully for Binky
Binky gets a taste of his own medicine and discovers how good it is to have friends.
Misfortune Teller
The gang is awed by the fortune-telling powers of Prunella's cootie catcher.

Arthur's Tooth*
Does Arthur have to be the last in his class to lose his baby teeth?
D.W. Gets Lost
D.W. wreaks havoc as she tries to find her mother in a huge department store.

D.W. Thinks Big*
D.W. can't believe that Arthur gets to do everything–like carry the ring in Aunt Lucy's wedding.
Arthur Cleans Up
Elwood City's park is in sad shape, but the kids will clean it up.

My Dad, the Garbage Man
Mr. Ratburn's class takes a field trip to visit their parents' jobs.
Poor Muffy
A new carpet and an attack of sneezing mean that Muffy must spend the weekend at Francine's.

D.W.'s Blankie
D.W. loses her blankie, and Arthur sets out to find it.
Substitute Teacher Trouble
Mr. Ratburn's sister, Ms. Rodentia Ratburn, is the new substitute teacher.

I'm a Poet
Arthur and his friends write poems to be judged by the famous poet Jack Prelutsky.
The Scare-Your-Pants-Off Club
A group called "Parents Against Weird Stories" wants the Scare-Your-Pants-Off Club books taken off the library shelves.

My Club Rules
The gang can't agree on rules for their club.
Stolen Bike
Francine is embarrassed by her crummy old bike.

Arthur's First Sleepover*
Despite D.W.'s warning about aliens, Arthur sets up his tent for his first sleepover.
Arthur's New Year's Eve
Arthur is determined to stay up and discover exactly what happens at midnight on January 31.

* *Book-based stories*

ARTHUR Books

Lots of creative ideas are provided throughout this guide for ways to incorporate *Arthur* books into your events. Check your local library as well as bookstores for copies.

Available from Little, Brown and Company

Arthur and the True Francine
Arthur Babysits
Arthur Goes to Camp
Arthur Meets the President
Arthur Writes a Story
Arthur's April Fool
Arthur's Baby
Arthur's Birthday
Arthur's Chicken Pox
Arthur's Christmas
Arthur's Computer Disaster
Arthur's Eyes
Arthur's Family Vacation
Arthur's First Sleepover
Arthur's Halloween
Arthur's New Puppy
Arthur's Nose
Arthur's Pet Business
Arthur's Teacher Trouble
(also available in Spanish, *Arthur y sus problemas con el profesor*)
Arthur's Thanksgiving
Arthur's Tooth
Arthur's TV Trouble
Arthur's Valentine
D.W. All Wet
D.W. Flips!
D.W.'s Lost Blankie
D.W. Rides Again!
D.W. The Picky Eater
D.W. Thinks Big

Chapter Books
Arthur Makes the Team
Arthur's Mystery Envelope
The Crunch Cereal Contest
The Scare-Your-Pants-Off Club

Paperback Book and Cassette Packages
(stories read by Marc Brown)
Arthur Babysits
Arthur Goes to Camp
Arthur Meets the President
Arthur's April Fool
Arthur's Baby
Arthur's Eyes
Arthur's Family Vacation
Arthur's Halloween
Arthur's Pet Business
Arthur's Teacher Trouble
Arthur's Tooth

Available from Random House

Arthur Counts
Arthur Goes to School
Arthur on the Farm
Arthur Tricks the Tooth Fairy
Arthur's Boo-Boo Book
Arthur's Neighborhood
Arthur's Reading Race
Arthur's Really Helpful Word Book
D.W.'s Color Book
Glasses for D.W.
Kiss Hello, Kiss Goodbye
Say the Magic Word
Where's Arthur's Gerbil?

ARTHUR videos are available from Random House.

Arthur CD-ROMs (Broderbund)

Arthur's Birthday
Arthur's Reading Race
Arthur's Teacher Trouble

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Have an

A one-day ARTHUR event is simple and fun for anyone to do—whether you're a public television station, library, business, community organization, museum or school. You can combine different activities (coloring table, story corner, Arthur appearance) into one event. Use the books and TV series to get more activity ideas, and check out the *Play and Learn with Arthur* guide (see page 16) for 100 activities for preschool-aged children. Kick off your event by organizing a sing-along to the ARTHUR theme song (see inside front cover).

The Illustrated ARTHUR

An ARTHUR coloring table is an essential part of any event. Children love to draw and color the ARTHUR characters and will return to this table over and over again. Make copies of the coloring sheet reproducibles on pages 10–12 for them to color and take home. Be sure to provide plenty of blank paper so that kids can make their own drawings. Include crayons, glitter, glue, yarn, kid-safe scissors, and other creative art supplies.

For a reproducible coloring sheet of Arthur's glasses, which kids can cut out and wear, send your request to:

Arthur Glasses
WGBH Educational Outreach
125 Western Avenue
Boston, MA 02134
fax: (617) 787-4733
e-mail: eileen_hughes@wgbh.org

Here are some suggestions and tips on locations, volunteers, partnerships, and promotion to keep in mind as you plan your event.

Location, Location, Location

You can hold an ARTHUR event at many locations, large or small, including:

- after-school program
- athletic game/arena
- bookstore
- camp
- children's and other museums
- church
- community health center
- health fair
- hospital
- library
- public television station
- school
- shopping mall
- zoo

Location Tips

- Plan your overall event three months in advance. You will need at least one month to find and finalize arrangements for a location.
- Try to find a place where you do have to pay a fee for the space.
- Depending on the size of your event, assemble enough volunte to help you and assist families. For large events, you will need additional people to maintain crowd control.
- If your event is widely publicize anticipate a large crowd and ver long lines (particularly if childre are having their photos taken with Arthur).

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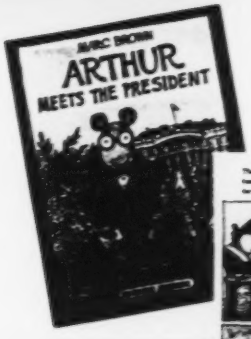
ARTHUR Day



For more information on how to organize an ARTHUR Day, contact Eileen Hughes at WGBH Educational Outreach (617) 492-2777, ext. 3754 e-mail: eileen_hughes@wgbh.org

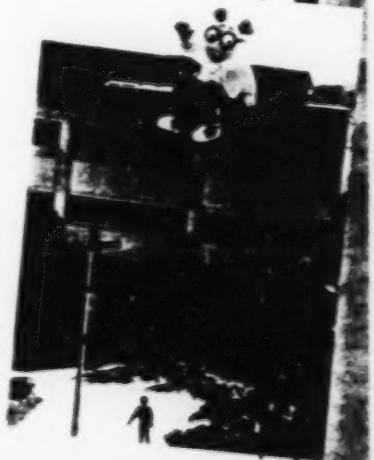
ARTHUR'S Story Corner

A story corner gives kids the opportunity to have some quiet time. Volunteers can read *Arthur* books, and if possible, show the corresponding episodes. Discuss with children their own similar experiences, or have them make up their own stories. You might even want to stage an impromptu dramatization. See pages 2–3 for a list of *Arthur* books and a list of the TV programs that are book-based.

Partnerships and Promotion

Partnering with local businesses to cosponsor an event gives you the opportunity to build relationships in your community. Businesses can help you with costs and promotion. They may also be willing to provide prizes, discounts, or sponsor a raffle. Many national bookstore chains have already cosponsored ARTHUR events. Try partnering with a mall, children's clothing store, toy store, or family restaurant as well.

- To promote your event on the ARTHUR Web site (www.pbs.org/arthur), contact Eileen Hughes at WGBH Educational Outreach, (617) 492-2777, ext. 3754; eileen_hughes@wgbh.org
- Work with your local public television station to promote the event in their mailings, calendar, clubs, and on their Web site.
- Send out mailings and invitations on the Arthur reproducible stationery sheet (see page 13) to your mailing list and local newspapers. Post flyers at key locations in your community, such as supermarkets, churches, and libraries.
- Use the 25' Arthur inflatable. He can sit on the roof of the building where the event takes place, and be seen from miles away. (See page 19 for more information.)



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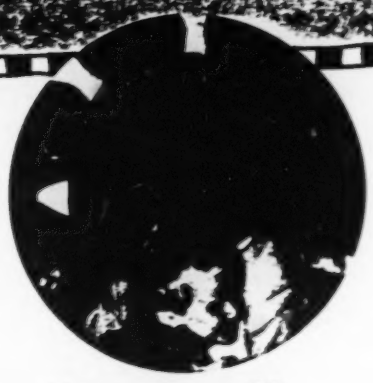

Smile and Say "Arthur"

Arranging a photo session with Arthur is as easy as pointing and clicking a camera. Kids love to meet their favorite aardvark and have their picture taken with him. (See page 18 for the costume reservation form.) You will have very long lines of parents and children waiting to meet Arthur, so if you take the pictures (instead of letting parents use their own cameras), the lines will move faster. To minimize frustration, advise parents of the approximate waiting time. Select an appropriate time to end the line so that all families waiting in line get a photo. Be sure to have plenty of film and several instant cameras on hand.

Costume Tips

- **Plan your event at least three months in advance in order to secure the Arthur costume through your local public television station.**
- **In addition to the Arthur appearance, always have a couple of activities set up for families waiting in line. You can keep kids entertained by showing ARTHUR episodes on a video monitor placed next to the line.**
- **As appealing as Arthur is, infants and toddlers may be overwhelmed by his size. Ask parents not to insist that their child meet Arthur.**
- **We encourage you not to charge for photos, so that they are available to everyone.**
- **Regrettably, Arthur cannot sign autographs.**

Try This

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Set up several different "ports" at your ARTHUR event (coloring tables, story corner, writing area, photo area, etc.). When kids enter, give them a "passport," which will be stamped at each port. When kids get all the stamps, they can turn in their passport with their name and address for a raffle drawing. Give away prizes such as *Arthur* books, Arthur dolls, or a trip to a local event such as the circus, a museum exhibit, or a play. (ARTHUR stamps are available from Demco. See the merchandise list on page 20.)

An ARTHUR pencil, sticker, or button makes a great prize for children (see page 20 for merchandise information).

Name that Trivia

Did you know that Arthur's favorite TV show is *Bionic Bunny*? Why is D.W. the only person who's ever seen her friend Nadine? Kids love learning about Arthur, D.W., Buster, Francine, Binky, and the rest of Elwood City. And a trivia game is a fun way to develop their comprehension skills. You'll be surprised at how much kids know about Arthur! Look in the books and watch the series to compile trivia questions. Add a twist by having the kids create the rules for the game. (To receive sample trivia questions, contact Eileen Hughes at (617) 492-2777, ext. 3754.)

Host an "exploratory week" at a camp, afterschool program, or school in which kids do a different ARTHUR activity every day. Use ideas from this handbook or from the activity guides described on page 16. Try developing an ARTHUR theme (such as making new friends, overcoming fears) across activities in arts and crafts, reading, sports, music, and drama. Teachers can include history, geography, language arts, and science as well. End the week with a family party at which children display or perform the work they've created.

Make the Theme Part of the Scene

Theme-based ARTHUR activities can be lots of fun and educational for children. The following activities, based on episodes that have accompanying books, generally work best with small groups. Be sure to check out the kids' "break" that airs between ARTHUR segments for more activity ideas.

Arthur's Birthday

Have kids design and write birthday cards for family and friends and talk about why birthdays can be so special.

Arthur's Pet Business

Host an ARTHUR Day with a local zoo, pet store, or animal shelter where kids can visit a variety of animals. Discuss ways in which the animals are similar and different.

D.W. Thinks Big

Children can make lists and draw pictures of the things they're small enough to do and big enough to do.

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Calling All Books

Hold a book drive at your ARTHUR Day. Families can donate used children's books for a discount coupon toward a new *Arthur* book. Make arrangements with a local bookstore or toy store for the coupons. Donate the used books to a homeless shelter, literacy program, or school.

Make the Theme Part of the Scene

Theme-based ARTHUR activities can be lots of fun and educational for children. The following activities, based on episodes that have accompanying books, generally work best with small groups. Be sure to check out the kids' "break" that airs between ARTHUR segments for more activity ideas.

Arthur Babysits

Talk with kids about who a babysitter is (grandmother, sibling, neighbor) and how they feel about having one. Kids can draw a picture of what they like to do best with a babysitter.

D.W. Flips

Make arrangements with an athletic center or stadium to have kids meet with local athletes and talk about sports and the importance of being physically fit and active.

D.W. the Picky Eater

Kids can draw and write the recipe for a wacky new dish that they create. At a community center or school, set up a New Food Night at which families bring in a dish for everyone to sample.

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Sweet Dreams

Make a night of it by turning your ARTHUR Day into a sleepover. This is always an exciting experience for kids—for many it will be their first time away from home. You can host a family sleepover with parents and siblings, or one just for the children.

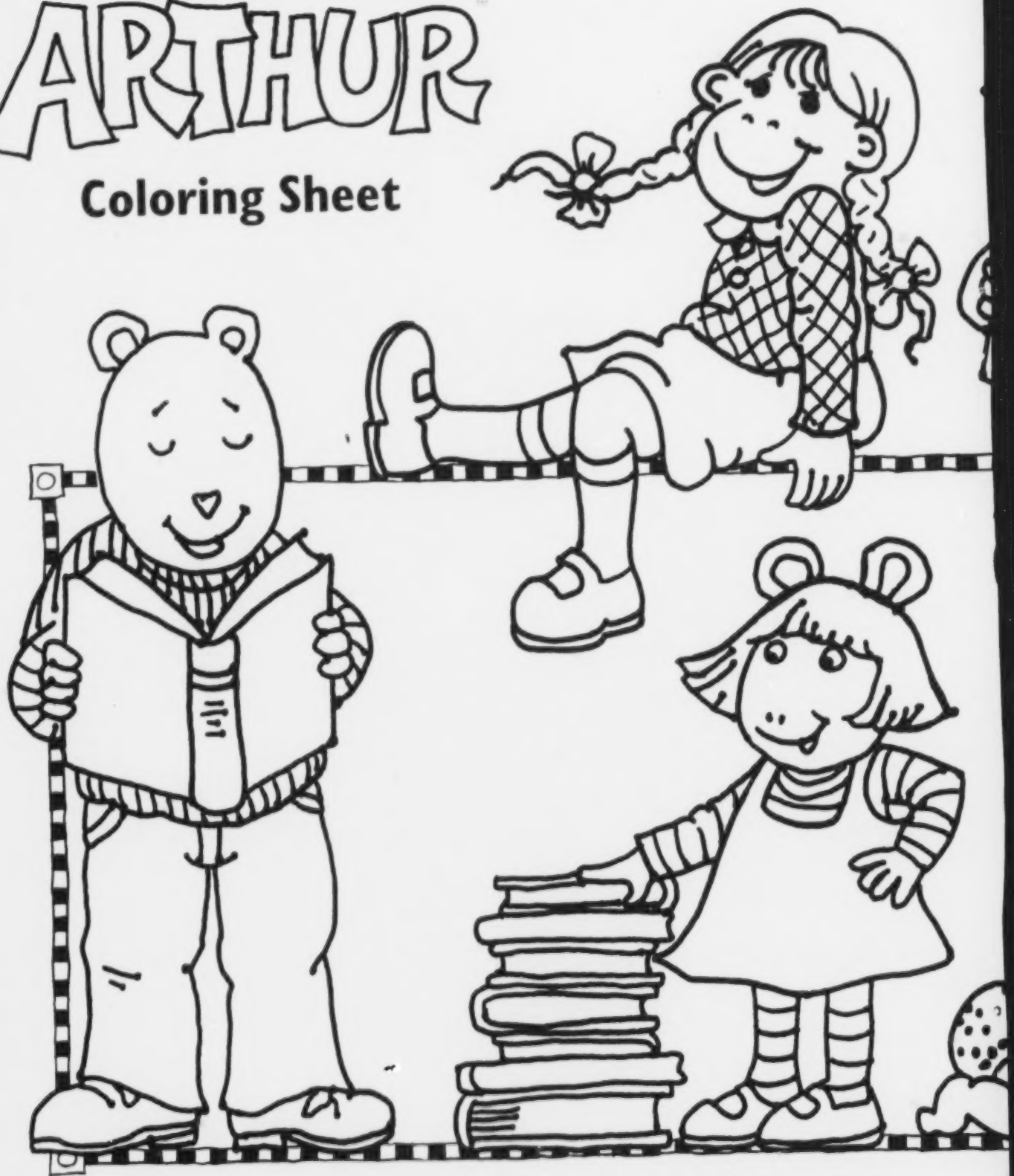
Set up different ARTHUR activity areas for them to enjoy. (A museum can develop activities centered around its exhibits.) Try face painting—each child can be made up as his or her favorite ARTHUR character. Use the ARTHUR activity guides (see page 16) for additional ideas. *Arthur Goes to Camp* and *Arthur's First Sleepover* (also TV programs) are ideal books to read with kids.

Sleepover Tips

- **Some children may be overwhelmed by the whole experience and will want to go home. Set aside a quiet area where an adult and child can go to calm down. If this doesn't work, call the parents or guardians.**
- **Have extra flashlights, sleeping bags, blankets, pillows, toothbrushes, and snacks on hand.**

ARTHUR

Coloring Sheet



From WGBH and CINAR Films

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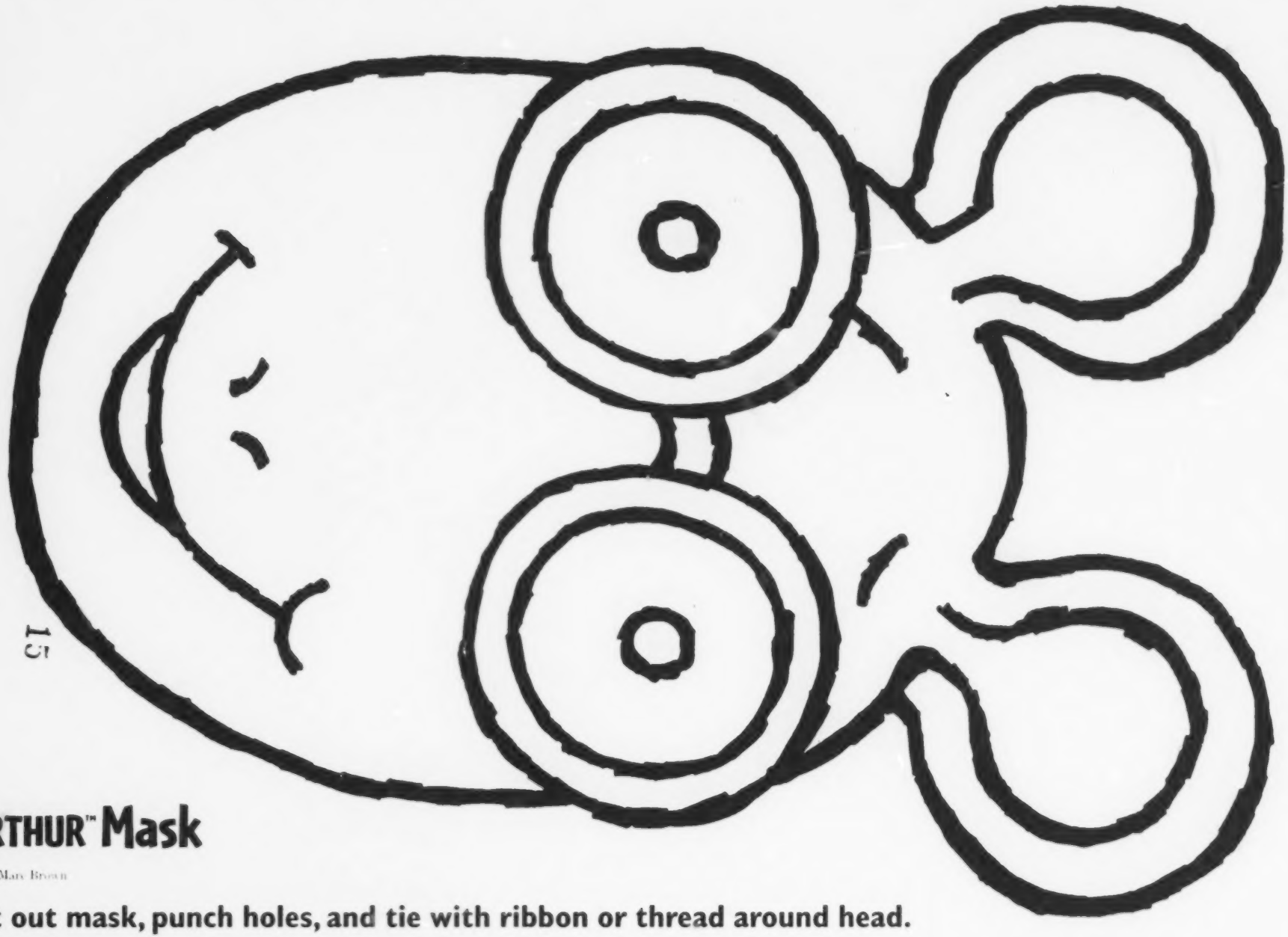
Watch Arthur and his friends on PBS.
The Arthur Vining Davis Foundations
Juicy Juice
100% JUICE
GAP
Polaroid
SEE IT ON PBS

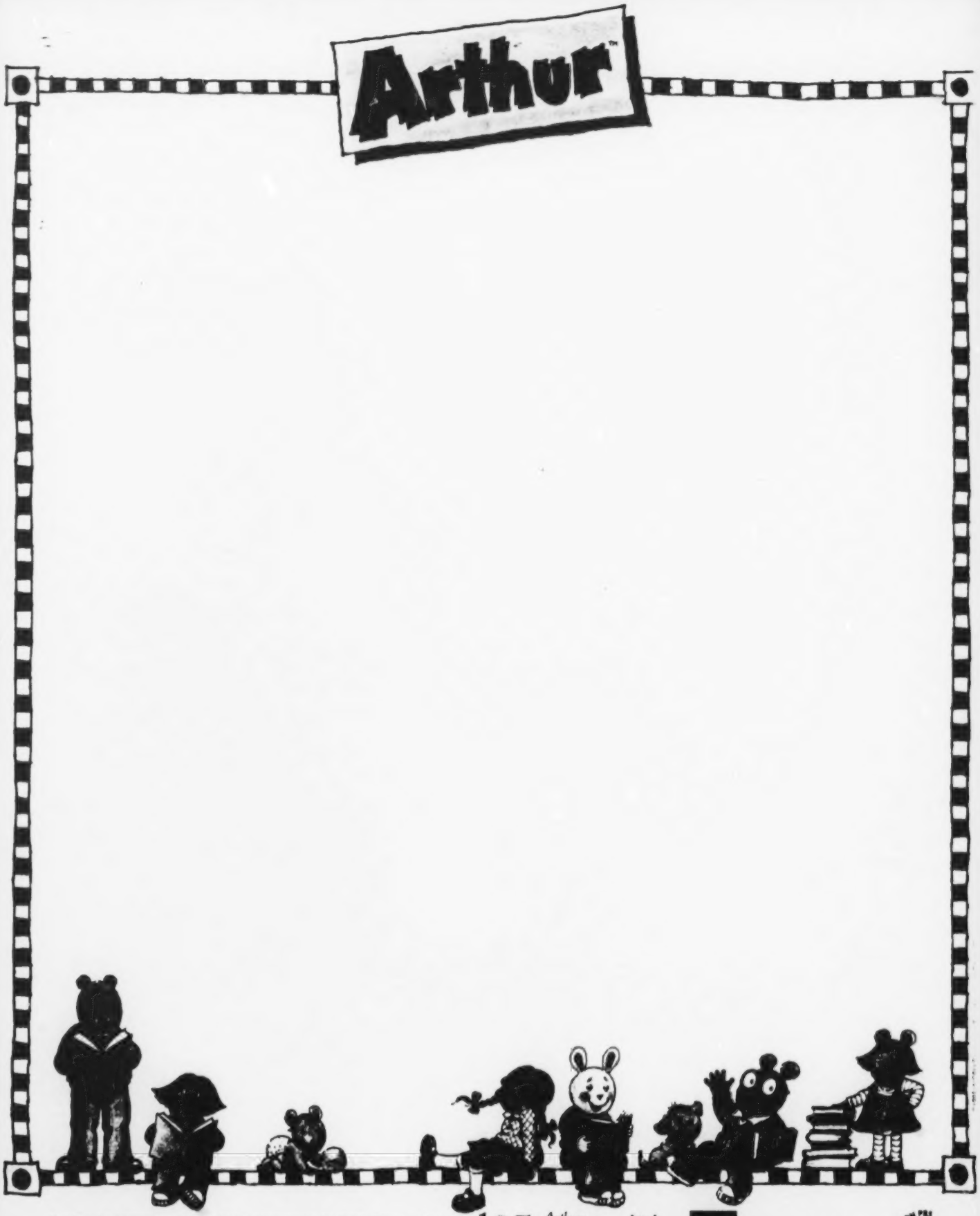


ARTHUR™ Mask

© 1986 Marc Brown

Cut out mask, punch holes, and tie with ribbon or thread around head.

Little, Brown and Company



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The Arthur Vining Davis Foundations
Juicy Juice
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Join the ARTHUR™ Club

An ARTHUR club offers opportunities for kids to share ideas, be creative, make friends, and of course, have fun. A visit from Arthur himself (see the costume reservation form on page 18) is an exciting way to start off your club. These clubs work particularly well in a library, school, or community center. Try hosting a weekly or biweekly get-together, and be sure to provide light refreshments such as juice and crackers.

My Arthur Book

Start a club in which kids can discuss their favorite ARTHUR stories, as well as other children's books, and share similar experiences. **In addition** to having fun, kids will develop reading, storytelling, and comprehension skills. **Invite** families to visit for discussion nights or guest readings by community leaders, parents, or older children.

WATCH "The Scare-Your-Pants-Off Club" and "Arthur's Lost Library Book"

What's Your Story?

Encourage kids to write and illustrate their very own stories and poems to develop language and literacy skills. **You can use** the *Story Writing with Arthur* guide (see page 16) for lively comprehension and writing activities. **Make** the stories and poems into a book, publish them locally, or display them at an open house or in a public exhibit.

WATCH "Arthur Writes a Story" (also a book) and "I'm a Poet"

Lights, Camera, Arthur!

Encourage young thespians to show off their acting skills in an ARTHUR drama club. Children will strengthen language and motor skills and develop confidence by performing in front of others. **They can act** out ARTHUR stories from the books and TV series, or write their own scripts. **Videotape** the performances or arrange an interactive traveling show (to schools, community centers, libraries).

WATCH "Francine Frensky, Superstar"

Artful Arthur

Start an art club in which kids create their own artwork–drawing, painting, sculpture, masks–based on the ARTHUR stories or their own experiences. **Take a** field trip to a local museum and talk with kids about all of the different styles and mediums that artists use. **Make** an ARTHUR Art Gallery to display kids' work. **Children can send their art to be posted on the ARTHUR Web site (see www.pbs.org/arthur for more information).**

WATCH "Binky Barnes, Art Expert"

Make the Theme Part of the Scene

Try these activities based on ARTHUR themes with your club. Be sure to check out the kids' "break" that airs between ARTHUR segments for more activity ideas.

Arthur and the True Francine (also a book)

In the book club, have kids talk about what is important in a best friend, and who their best friend is. They can also read books about friendship, such as *Amigo* by Byrd Baylor.

Arthur Makes a Movie

In the art club, kids can make a poster for their very own movie. What is the movie called? How can the poster show people what the movie is about?

D.W. Goes to Washington

In the story-writing or drama club, have children write and present speeches on what they would do if they were the president of the United States. Send their speeches to the White House and see what happens!

Hold an ARTHUR Contest

For more information on how to run an ARTHUR contest, contact Eileen Hughes at WGBH Educational Outreach (617)492-2777, ext. 3754 e-mail: eileen_hughes@wgbh.org

A contest is a fun way to reach different groups in your community. The contest will be a positive experience for every child if he or she receives a certificate or small prize for entering.

Ready, Set, Write!

Hold a local story-writing contest in which children write their own ARTHUR stories. Children can draw a border for their story cover and hide the names of their family in their drawings, as Marc Brown does. Use the *Story Writing with Arthur* guide (see page 16) for more ideas. Display the stories at a library or publish them in a local paper.

Poetry in Motion

You can hold a poetry contest, like the one Arthur and his friends enter in "I'm a Poet." Ask children to create different kinds of poetry, such as haiku, sonnets, or rap. You may want to give certificates to all who enter, and select a few poems for an honorable mention. At a party for the entrants, children can read their poems aloud. Invite a local poet to read his or her poetry too.

A-A-R-D-V-A-R-K

Who can spell "vomitrocious"? Hold a spelling bee in which children spell out words from the *Arthur* books. Try organizing kids into teams and having them use music and movement to spell out words, as Arthur does in "Arthur's Spelling Trubble." Give kids as much encouragement as they need in order to spell the word correctly.

Keep in Mind

- **Random drawings may be preferable to choosing winners.**
- **If the children's ages vary, be sure to have different age or grade categories for the participants.**
- **Team up with business partners to determine prizes for all who enter, and grand prizes if you have "winners."**
- **If your entries come from classrooms, host a celebration for the entrants in the same school year in which the contest takes place. Arrange for Arthur to make an appearance (see page 18 for the costume reservation form).**

Make the Theme Part of the Scene

Holding a contest based on an ARTHUR theme is a great way to encourage imagination and develop language and art skills. Check out the kids' "break" that airs between ARTHUR segments for more activity ideas.

Arthur and the Real Mr. Ratburn

Children write a poem or story, or draw a picture of what they like best about their teacher, past or present.

Arthur's Family Vacation

Kids write a story or poem, or create a collage of pictures that represents their ideal vacation. Where would they go? Who would go with them? How would they get there? (A local travel agent may be willing to donate a family trip as a prize.)

Arthur's Lucky Pencil

Kids write a story or poem, or draw a picture of a magical object that brings them luck. What powers does it have? What does it look like? How does it affect their lives?

Learn and Explore with ARTHUR

The ARTHUR books and television series provide all types of educators with great ways to encourage children to read, write, and understand stories. The activity guides described below do this and more by offering fun activities for children that will develop science, art, drama, math, music appreciation, and movement skills. The activities can be used in a wide range of settings, including the classroom, home, libraries, and community centers. They can also be adapted for local events in a variety of locations.

Story Writing with Arthur

Encourage a love of reading and writing through the activities in *Story Writing with Arthur*. The guide is designed to be used with grades 1–3 and ESOL students. The reading comprehension and writing activities are sequenced so that children, working individually and in small groups, learn about character, story structure, illustration, and problem solving before putting their ideas into storylines. Collectively, these activities enable kids to turn their concerns and experiences into stories that involve either ARTHUR characters or new ones that they create.

Make a Story Exchange

Try organizing a story exchange between groups or classrooms. Once stories have been exchanged, children can do the following activities to develop reading comprehension and writing skills.

- **Make a map of the place or places where the story takes place.**
- **Create a timeline of events in the story.**
- **Write a sequel and send it to the group who wrote the original story.**
- **Create a mobile for the story that includes important characters, settings, title, and author(s).**

Play and Learn with Arthur

Play and Learn with Arthur provides educators, caregivers, and parents of children ages three through five with 100 activities—one for each story segment in the series. Children explore the stories through activities that encourage literacy, movement, social and emotional development, music appreciation, art, science, and math skills. All activities can be done with or without the accompanying story segments.

The activities also include "Learning Centers" (e.g., dramatic play and science) that allow children to explore on their own, as well as family and community outreach ideas. The index allows the user to reference activities by skills (such as literacy or math), type of activity (such as role-playing or cooperative games), and themes (such as sibling rivalry or responsibility). A bibliography of additional resources is provided.

If you'd like to receive a copy of either of these guides, send your request with your name, school (if any), address, grade, and subject taught to:

Arthur Offer
WGBH
Educational Print and Outreach
125 Western Avenue
Boston, MA 02134
or e-mail: WGBH_Materials_Request@wgbh.org

Please specify which guide you are requesting.

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ARTHUR Style and Trademark

ARTHUR Style

Arthur, the Book Series

When referring to an *Arthur* book, the title should be italicized (*Arthur's Eyes*, *Arthur's Baby*). When referring to the book series, *Arthur* should also be italicized.

ARTHUR, the TV Series

When referring to the television series, or to a combination of books and television, ARTHUR should appear in small capitals, with the first letter a regular large capital. When referring to an episode in the television series, the title should appear in quotes ("Arthur's Eyes," "Arthur's Baby").

Arthur, the Character

When referring to Arthur the character, e.g., "Arthur is an eight-year-old aardvark," Arthur should appear in regular (roman) type.

ARTHUR Trademark

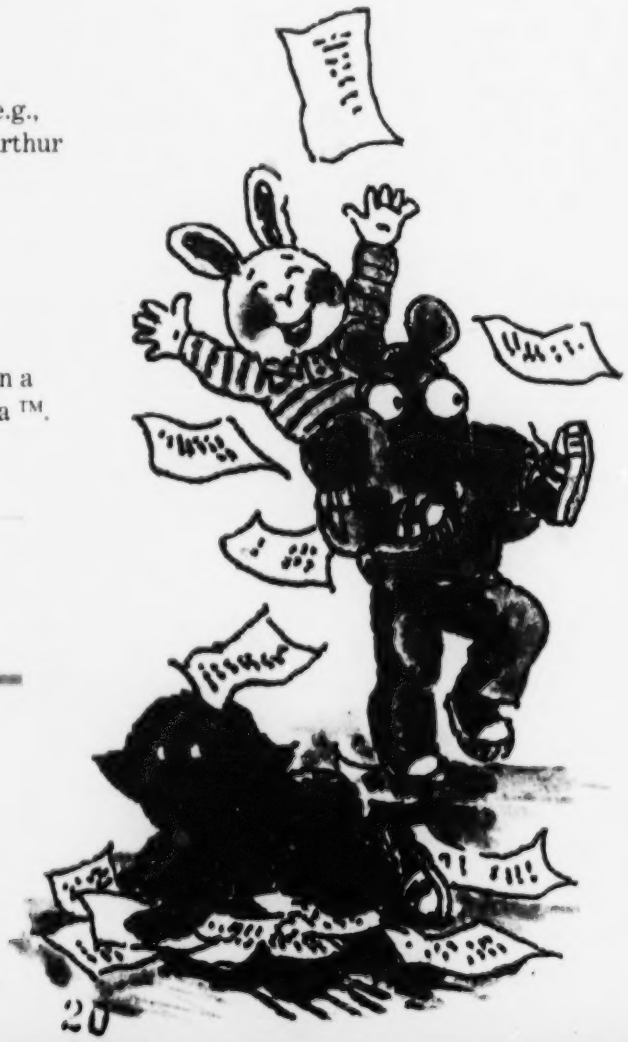
The first and most prominent use of the name "Arthur" or "D.W." in the text, or on a reproducible page, should be followed by a ™. The page should contain the following legal language:

All characters and underlying materials (including artwork) copyrighted by Marc Brown. "Arthur" and "D.W." are trademarks of Marc Brown.

ARTHUR Funding Language

In addition, the language below must be included at the end of any printed piece.

Funding for ARTHUR is provided by the Corporation for Public Broadcasting, public television viewers, The National Endowment for Children's Educational Television, and The Arthur Vining Davis Foundations. Corporate funding is provided by Libby's Juicy Juice, babyGap, and Polaroid.



Arthur Costume

The Arthur costume is available free of charge for local use. **Contact your public television station to reserve the costume.** The costume should be used only for promotion, and community and educational outreach activities. If you are a public televison station and would like to reserve the costume, please send this form to: Krista Wilcox, WGBH, 125 Western Avenue, Boston, MA 02134; fax (617) 787-4733. Costume use will be scheduled on a first-come, first-served basis. There is no fee for borrowing the costume, but you are responsible for round-trip shipping and cleaning costs. If the costume is available on the date(s) you request, you will receive complete costume guidelines, a letter of agreement to sign, and information about posting your event on the ARTHUR Web page.

Today's date **Station**

Station contact **Title**

Address

City **State** **Zip**

Telephone **Fax**

E-mail

Date(s) costume requested

Name of event(s) where the costume will be used

Please provide a brief description of the event

Anticipated number of people at the event (if available)

If you have questions about the Arthur costume, please contact Krista Wilcox, at (617) 492-2777, ext. 3769 or Eileen Hughes at (617) 492-2777 ext. 3754.

WGBH Boston
125 Western Avenue
Boston, MA 02134
(617) 492-2777

Funding for ARTHUR is provided by the Corporation for Public Broadcasting, public television viewers, the National Endowment for Children's Educational Television, and The Arthur Vining Davis Foundations. Corporate funding for ARTHUR is provided by Libby's Juicy Juice, babyGap, and Polaroid.

The Arthur Vining Davis Foundations
Juicy Juice
GAP
Polaroid
SEE IT ON PBS

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Arthur Inflatable

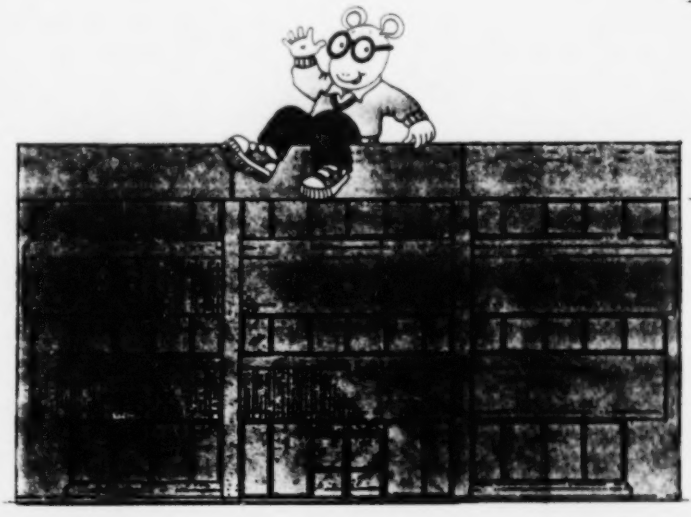
A 25-foot inflatable Arthur, designed to sit on a roof, in an atrium or other appropriate public setting, will be available for a nominal fee for local use.

The Arthur inflatable can only be booked through a public television station. The inflatable should be used only for promotion, and community and educational outreach activities.

Professional installation, insurance, and permits are required to use the Arthur inflatable. WGBH will help navigate the installation process, but the hiring of professional installers is the responsibility of the user, as are any costs incurred in cleaning, shipping and other activities required to install and remove the inflatable figure (e.g., applying for necessary permits and insurance).

For more information about how you can reserve the Arthur inflatable, please contact Eileen Hughes, WGBH Educational Outreach, (617) 492-2777, ext. 3754 or e-mail: eileen_hughes@wgbh.org

Inflatable Arthur on the WGBH roof



Scale: 1/8" = 1'0

Specs

- 2 inflatable sections, measuring 25' 17' torso (from tip of ear to waist), plus 8' legs section, foreshortened
- Created as a two-part piece. This will allow for greatest stability of the torso area, as well as flexibility for use at a variety of sites.
- Constructed of durable, flame retardant nylon specifically engineered for exterior and interior inflatables
- Storage bags for shipping included together with maintenance and usage instructions
- Inflated by two cold air blowers, one inside each section, needing 110V electricity

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ARTHUR Merchandise

Contact these licensees for ARTHUR-related merchandise.
Wholesale prices may be available for public television stations.

Hard and soft ARTHUR lunch kits
Aladdin Industries, Inc.
703 Murfreesboro Road
Nashville, TN 37210
Contact: Sid Taylor
Phone: (615) 748-3428
Fax: (615) 748-3163

ARTHUR baseball caps
American Needle, Inc.
1275 Busch Parkway
Buffalo Grove, IL 60086-4536
Contact: Audrey LeCavalier
Phone: (847) 215-0011
Fax: (847) 215-0013

ARTHUR bookmarks, bookplates, doorknob hangers, memo boards, journals, and diaries
Antioch Publishing Company
P.O. Box 28
888 Dayton Street
Yellow Springs, OH 45387
Contact: Florence Randolph
Phone: (937) 767-6280
Fax: (937) 767-6293

ARTHUR bags, backpacks, and duffle bags
B. H. Smith, Inc.
10 West 33rd St.
New York, NY 10001-3306
Contact: Sheree Glickman
Phone: (212) 736-9533
Fax: (212) 736-9629

ARTHUR CD-ROMs
Broderbund Software, Inc.
500 Redwood Boulevard
Navato, CA 94948
Contact: Les Lifter
Phone: (415) 382-4836
Fax: (415) 382-3099

ARTHUR cake decorating kits
Deco Pac
5736 Main St.
Minneapolis, MN 55432
Contact: Tina McKenna
Phone: (612) 574-0091

ARTHUR pencils, buttons, posters, bookmarks, book bags, medallions, balloons, bulletin board decorators, mugs, and furniture
Demco, Inc.
4810 Forest Run Road
Madison, WI 53704
Contact: Customer Service
Phone: (800) 356-1200
Fax: (800) 245-1329

Plush dolls of ARTHUR characters, wooden desk acessories, and fabric-covered stationery items
Eden LLC
One Penn Plaza
Suite 4320
New York, NY 10119
Contact: Laura Perks
Phone: (212) 947-4400
Fax: (212) 239-9616

ARTHUR children's t-shirts, sweatshirts, and sweatpants
Giant Merchandising
5655 Union Pacific Avenue
Commerce, CA 90022
Contact: Joe Lawrence
Phone: (213) 887-3300
Fax: (213) 887-3391

ARTHUR puzzles and dominoes
Great American Puzzle Factory
16 South Main Street
Norwalk, CT 06854
Contact: Lois Berger
Phone: (203) 899-1317
Fax: (203) 838-2065

ARTHUR children's underwear
Hanes Underwear
1000 East Hanes Mill Rd.
Winston-Salem, NC 27102
Contact: Becky Folds
Phone: (910) 519-4350
Fax: (910) 519-5222

ARTHUR dolls and preschool toys
Hasbro, Inc.
1027 Newport Avenue
Pawtucket, RI 02862-1059
Contact: Mike Higgins
Phone: (401) 727-5487
Fax: (401) 431-8287

ARTHUR Rubber stamps
Kidstamps, Inc.
P.O. Box 18699
Cleveland Heights, OH 44118
Contact: Larry Rakow
Phone: (800) 727-5437
Fax: (216) 464-3138

Arthur books and cassette packages
Little, Brown and Company
Special Sales
1271 Avenue of the Americas,
Room 1147
New York, NY 10020
Contact: Tracy Pattison
Phone: (212) 522-8098
Fax: (212) 467-4618

ARTHUR puzzles and games
Milton Bradley Company
443 Shaker Rd.
East Longmeadow, MA 01028
Contact: Laurie Caputo
Phone: (413) 525-6411, ext. 2226
Fax: (413) 525-4365

ARTHUR socks
Pine Hosiery Mills, Inc.
208 S. Main Street
Star, NC 27356
Contact: Charlie Hacskaylo
Phone: (910) 428-2185
Fax: (910) 428-9367

ARTHUR school supplies
Plymouth, Inc.
10 Corporate Dr.
Radford, VA 24141
Contact: Rhonda Ahman
Phone: (800) 666-0633
Fax: (540) 633-3303

ARTHUR raincoats, umbrellas, bags, backpacks, and bookbags
Pyramid Handbags, Inc.
100 West 33rd St., Suite 808
New York, NY 10001
Contact: Merideth Katz
Phone: (212) 714-2211
Fax: (212) 564-8160

ARTHUR books and videos
Random House
201 East 50th Street
New York, NY 10022
Contact: Amber Rattu
Phone: (212) 572-2720
Fax: (212) 572-4961

ARTHUR boxes and magnetic figures
Schylling Associates
44 Mitchell Rd.
Ipswich, MA 01938
Contact: David Schylling
Phone: (508) 356-1600
Fax: (508) 356-5929

ARTHUR children's footwear
S. Goldberg & Co., Inc.
20 East Broadway
Hackensack, NJ 07601
Contact: Val Formica
Phone: (201) 342-1200
Fax: (201) 342-4405

ARTHUR birthday party goods
Unique Industries
2400 S. Weccacoe Ave.
Philadelphia, PA 19148
Contact: Customer Service
Phone: (800) 888-0559
Fax: (800) 888-1490

Arthur pajamas
Wormser Company
1535 Lake Cook Road
Suite 401
Northbrook, IL 60062
Contact: Jeff Weinstein
Phone: (847) 564-8355
Fax: (847) 564-8139

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Credits

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